

# National Preparedness Month 2013

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## NPM TOOLKIT

Launched in 2004, NPM is FEMA's national annual preparedness outreach. NPM is managed and sponsored by FEMA's *Ready Campaign*. The *Ready Campaign*, in conjunction with the Ad Council, aims to educate and empower Americans during NPM and throughout the year to prepare for and respond to all types of emergencies, including natural disasters and potential terrorist attacks.

This NPM toolkit includes suggestions for activities and events that state, local, tribal and territorial governments, business, non-governmental organizations, and community organizations could sponsor to promote NPM.

This toolkit also includes templates and drafts of newsletter articles, blogs, posters, and other collateral material that you are able to use in various outreach efforts. As you familiarize yourself with the toolkit, keep in mind the audiences that you work with, and select the tools that are best able to help your organization reach them most effectively.

## HOW TO PROMOTE NPM

NPM couldn't happen without you. The *Ready Campaign* relies on everyone to reach out to many different audiences and motivate them to become prepared for disasters and emergencies. We encourage you to involve community and business leaders in the planning process. The information in this toolkit should provide you with ideas of the events, messages, and communication techniques that can help you reach and engage your community.

### PLANNING AND PROMOTING NPM EVENTS

#### Work with Your Community Partners

Don't feel like you have to do it alone. Reach out to emergency response and preparedness groups in your community for advice or assistance in coordinating events and educating your community about preparedness.

- ✓ **Find Existing Community Events and Meetings** – Participating in planned and scheduled events can be a great way to reach members of your community.
- ✓ **Reach Out to Your Local Citizen Corps Council** – Citizen Corps Councils and Citizen Corps' program partners and affiliates provide training and volunteer opportunities to support you, your family, first responders, and your community in an emergency. Visit [www.citizencorps.gov](http://www.citizencorps.gov) to learn more.

#### Share Online

Use a variety of tools to promote NPM to an even wider audience on the internet and in social media.

- ✓ **Use your website** – Post NPM web banners on your website or post links to the *Ready* campaign's public service announcements (PSAs). You can also post local information and links to preparedness events in your community.
- ✓ **Social media** – Use Facebook, Twitter, YouTube or a blog to reach out to your community about NPM. Check out the social media tips in this toolkit for more information.
- ✓ **Email and Newsletters** – Do not forget to include emergency preparedness messages in your email signature, monthly newsletters, or other messaging tools.

#### Preparedness Resources

Consider the following resources to display or highlight when you plan a preparedness meeting or event. You can access many of these online at **Ready.gov**.

- ✓ **PSAs**
- ✓ **Instructional Videos**
- ✓ **Emergency Preparedness Templates and Checklists**
- ✓ **Display an Emergency Supply Kit**

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## COMMUNITY TOOLS YOU CAN USE

As a National Preparedness Community (NPC) member, your main goal is to connect with individuals, families, businesses, and organizations within your community. The tools will help you coordinate with organizations and individuals in your area to collaborate on events or share best practices.

### Events Calendar

The NPC allows for members to submit events to be posted on one of the many state event calendars, as well as the virtual calendars for events such as webinars. Please submit your events to a calendar by following these steps:

- ✔ Go to [Community.fema.gov](http://Community.fema.gov) and log in. Register if you have not already.
- ✔ Click on **Add or Find Events**.
- ✔ On the Events Calendar page, click **Add Event**.
- ✔ Fill out the required information in the fields provided as completely as possible.
- ✔ Submit your event for approval.

### Discussions

Discussion forums allow for members to connect and collaborate with each other over a variety of preparedness issues and causes. Members are able to view, comment on, or add their own discussion by following these steps:

- ✔ Go to [Community.fema.gov](http://Community.fema.gov) and log in. Register if you have not already done so.
- ✔ On the left hand navigation, select the preparedness discussion, regional, or community of practices forums you would like to view.
- ✔ Click on the threads of interests and view the discussions.
- ✔ If you would like to comment on a discussion thread, click on **Reply** on the original thread or the comment of interest, type in your comment. Click **Create**.
- ✔ If you would like to add a new discussion, go to the discussion forum main page where you see all the threads and choose **Start a New Discussion** and fill in a descriptive subject and then add your content, and click **Create**.

### Photos

Pictures allows for members to illustrate stories and share moments from preparedness events, trainings, or their own experiences. Sometimes pictures can connect us in ways words cannot. Please submit your NPM pictures by following these steps:

- ✔ Go to [Community.fema.gov](http://Community.fema.gov) and log in. Register if you have not already done so.
- ✔ Click on **Photos**.
- ✔ Select **Click Here to Add Your Photo**.
- ✔ Add a photo title and caption.
- ✔ You may add up to 10 photos at once.

### Event Report Back - Share Your Story

By sharing success stories, members can learn from the successes of others and find inspiration for future activities. Members can submit their own success story by following these steps:

- ✔ Go to [Community.fema.gov](http://Community.fema.gov) and log in. Register if you have not already done so.
- ✔ Click on **Add or Find Events**.
- ✔ On the Events Calendar page, click **Event Report Back Form**.
- ✔ Fill out the required information in the fields provided as completely as possible.
- ✔ Submit your event report back for approval.

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## RESOURCES YOU CAN USE

### Public Service Announcements (PSAs)

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with all NPC members, employees, and stakeholders. Include Ready print ads in your organization's publications or community newsletters, post them in your break room, or include them in any existing stakeholder communications. You can also encourage your local newspapers, television and radio stations to run the PSAs during NPM in September. Remember to reach out to your local media outlets as soon as possible this summer to ensure the spots can be played during NPM.

Ready PSA's are available directly through the Ad Council.

- ✓ To download or order copies of the broadcast television, radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Website at <https://www.psacentral.org/home.do>. Registration is free.

### Ready PSAs on FEMA YouTube

Ready PSA's are available in English and Spanish through the Federal Emergency Management Agency's (FEMA) official YouTube channel with closed captioning to share on your social media channel's and websites.

#### English

- ✓ "Al Roker-Be Ready for any weather" 30 sec PSA (closed captioning) <http://youtu.be/OZMr1XtP6BY>
- ✓ "The Day Before: Joplin Tornado" 15 sec PSA (closed captioning) - <http://youtu.be/CDcNXmXmZjw>
- ✓ "The Day Before: Hurricane Irene" 15 sec PSA (closed captioning)- <http://youtu.be/V1eOILGEGuU>
- ✓ "The Day Before" 30 sec (closed captioning)- <http://youtu.be/4s7z05G5p4Y>
- ✓ "The Day Before" 60 sec (closed captioning)- <http://youtu.be/MkccyhoS4IE>
- ✓ "Get Your Business Prepared- Earthquakes" 15 sec PSA (closed captioning) <http://youtu.be/yex44j8GCag>
- ✓ "Get Your Business Prepared- Floods" 15 sec PSA (closed captioning) - <http://youtu.be/2U0EFYKGn50>
- ✓ "Wireless Emergency Alerts" 30 sec English PSA (closed captioning)- [http://youtu.be/wDpcGypv2\\_U](http://youtu.be/wDpcGypv2_U)

#### Spanish

- ✓ "Inundaciones Anuncio" 15 sec Spanish (closed captioning)- <http://youtu.be/GDL27JoIJBk>
- ✓ "Consecuencias" 30 sec Spanish (closed captioning)- [http://youtu.be/Zswt\\_h6QSAM](http://youtu.be/Zswt_h6QSAM)
- ✓ "Wireless Emergency Alerts" 30 sec Spanish PSA (closed captioning) - [http://youtu.be/iqmfOgR\\_JR8](http://youtu.be/iqmfOgR_JR8)

### Emergency Preparedness Publications

Ready brochures are also available **free of charge** in limited supply. There are general preparedness materials, information for businesses, kids, pet owners, older Americans and people with disabilities. Complete the order form available at [Ready.gov/Publications](http://Ready.gov/Publications) and submit it by phone, email, standard mail, or fax.

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Please allow **four to six weeks** for the shipping of these materials. To receive materials more quickly, you can express mail at your own expense and provide your UPS or FedEx number on the order form.

In the event that you need a quantity of materials that exceeds what can be ordered for free, all the brochures can be downloaded from the Ready website at [Ready.gov/publications](http://Ready.gov/publications).

## Monthly Preparedness Text Messages

Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). (*msg/data rates apply*)

## MESSAGING TIPS FOR YOUR AUDIENCE

- ✓ **Understand Your Audience** – Know what groups of people you are trying to reach. Knowing who is receiving your message is important to what you say and do.
  - [Ready.gov/seniors](http://Ready.gov/seniors)
  - [Ready.gov/campus](http://Ready.gov/campus)
  - [Ready.gov/caring-animals](http://Ready.gov/caring-animals)
  - [Ready.gov/military](http://Ready.gov/military)
  - [Ready.gov/responders](http://Ready.gov/responders)
  - [Ready.gov/Indian-country](http://Ready.gov/Indian-country)
  - [Ready.gov/business](http://Ready.gov/business)
  
- ✓ **Know the Specific Risks in Your Area** – By tailoring preparedness messages to the specific risks in your area; you can make your outreach more effective and help your community prepare for the most likely emergencies.
  - [Ready.gov/today](http://Ready.gov/today)
  
- ✓ **Make it Meaningful** – Tailor your message to each particular audience, whether its individuals or families, employees, professionals in specific fields (such as education or medicine), young people, or those with access and functional needs.
  - [Ready.gov/kids](http://Ready.gov/kids)
  - [Ready.gov/individuals-access-functional-needs](http://Ready.gov/individuals-access-functional-needs)
  - [Ready.gov/infants-young-children](http://Ready.gov/infants-young-children)
  
- ✓ **Make it Accessible** – Create messages and tools that are accessible to all audiences. Visit [disability.gov](http://disability.gov) and [www.howto.gov](http://www.howto.gov) for more information on accessibility.
  
- ✓ **Engage Your Audience** – Create activities that engage your community and promote interaction.